044-454-4440-00E47

CONTRACT APPROVAL REQUEST

Promotion:	*FINAST GREAT AMERICAN RIB COOK-OFF* **Marlboro Sponsorship**
Vendor:	Belkin Productions Inc.
Financial Impact:	1996 - $25,000; $12,500 due upon complete execution of the agreement; balance of $12,500 due on May 15th **(increase due to incorporation of Marlboro Country Cookbook Program)**
	1995 - $15,000
Project Manager:	Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris USA covers the arrangements for participation in the Finest Great American Rib Cook-Off. This event will be held May 23-27, 1996. This event involves Marlboro Country Cookbook Grill, promotional booth, name generation and incentive distribution.

As the exclusive tobacco sponsor, the Marlboro brand will have a major presence at this event through:

- Use of one 50' x 60" location for the operation of Marlboro Country Cookbook Grill and tasting unit to enclose with fencing;
- Collecting $2.00 entry fee per person for entrance to Grill area in which all proceeds benefit a charitable organization;
- Distribute food and beverages featured in the Marlboro Country Cookbook to adults twenty-one years of age or older who pay entrance fee;
- The right to sell cigarettes and distribute incentive items to smokers twenty-one years of age and older during the event, at the two promotional kiosks and throughout the site of the event;
- Host a party in Grill area on the evening of Wednesday, May 22. Two seating will take place between the hours of 5:00 and 9:00pm;

2040591097

Source: https://www.industrydocuments.ucsf.edu/docs/yxcn0004

- A 10'x 22' prominent booth location, with location subject to PM approval, for on-site tobacco sales and incentive distribution;
- Display banners and signage on and around kiosks and promotional booth at locations mutually agreed upon;
- Sufficient number of staff badges, 30 complimentary tickets for each day, 4 complimentary concert, 1 complimentary parking passes;
- Recognition in advertising placed in connection with the event.

Financial Elements:

This agreement covers Marlboro's arrangement with Belkin Productions Inc. and the brands' presence at the event. The total sponsorship fee will be $25,000 payable as stipulated as above.

Budget Implications:

This sponsorship fee has been budgeted in our 1996 program.

Approvals:

J. Fontanez _____ _____

S. Sampson _____ _____

I. Broeman *For your Signature*

Finance
B. Colby _____ _____

Risk Management
L. Robertson _____ _____

2040591098

Source: https://www.industrydocuments.ucsf.edu/docs/yxcn0004